

# Seo Analyzer twm360.com

Generated on February 23 2022 11:48 AM





The score is 54/100






## SEO Content

	Title	Home - Trans World Marketing <b>Length : 28</b> Perfect, your title contains between 10 and 70 characters.														
	Description	Trans World Marketing is an industry leader in the design, development and execution of in-store marketing programs and applied interactive technology. <b>Length : 151</b> Great, your meta description contains between 70 and 160 characters.														
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.														
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home - Trans World Marketing</td></tr><tr><td>description</td><td>Trans World Marketing is an industry leader in the design, development and execution of in-store marketing programs and applied interactive technology.</td></tr><tr><td>url</td><td>https://twm360.com/</td></tr><tr><td>site_name</td><td>Trans World Marketing</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home - Trans World Marketing	description	Trans World Marketing is an industry leader in the design, development and execution of in-store marketing programs and applied interactive technology.	url	https://twm360.com/	site_name	Trans World Marketing
Property	Content															
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	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>4</td><td>0</td><td>5</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1]</li></ul>	H1	H2	H3	H4	H5	H6	4	0	5	0	0	0		
H1	H2	H3	H4	H5	H6											
4	0	5	0	0	0											

## SEO Content

		<ul style="list-style-type: none"> <li>• [H1]</li> <li>• [H1] Retail Experiences that are</li> <li>• [H1] Designed for Success Award Winning Interactive Engaging  <pre>jQuery(function(\$){ \$('#type-wrap').show(); \$('#typed').typed({ stringsElement: \$('#typed-strings'), typeSpeed: 50, startDelay: 800, backDelay: 2002, backSpeed: 1, smartBackspace: 1, loop: false, cursorChar: " ", contentType: 'html', // or text // call when done callback function callback: function() {}, // starting callback function before each string preStringTyped: function() {}, //callback for every typed string onStringTyped: function() {}, loopCount: false, // callback for reset resetCallback: function() { newTyped(); } }); \$('#reset').click(function(){ \$('#typed').typed('reset'); }); });</pre> </li> <li>• [H3] Building Brands at Retail</li> <li>• [H3] Trans World Marketing is an industry leader in the design, development and execution of in-store merchandising programs and interactive technology.</li> <li>• [H3] Our Work Speaks for Itself</li> <li>• [H3] Let's Make a Connection</li> <li>• [H3] TURNING RETAIL STRATEGY INTO SHOPPER EXPERIENCES</li> </ul>
	Images	<p>We found 43 images on this web page.</p> <p>41 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>2%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 10 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%

## SEO Links



External Links : Passing Juice 40%

Internal Links 60%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Why TWM</a>	Internal	Passing Juice
<a href="#">Our Work</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">twmadmin</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice

## SEO Keywords



Keywords Cloud

trans home experiences **retail**  
 marketing **testimonials** -store **world**  
 merchandising group






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
retail	7	✘	✘	✘	✔
testimonials	5	✘	✘	✘	✘
world	5	✔	✘	✔	✔







## Keywords Consistency

trans	4	✓	✗	✓	✓
experiences	3	✗	✗	✗	✓



## Usability

	Url	Domain : twm360.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 24 Warnings : 25
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✗ Too bad, your website has too many CSS files (more than 4).</li></ul>




## Document

-  Too bad, your website has too many JS files (more than 6).
-  Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

-  Apple Icon
-  Meta Viewport Tag
-  Flash content

## Optimization



### XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



### Robots.txt

<http://twm360.com/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics